CANADIAN MOVING PICTURE DIGEST

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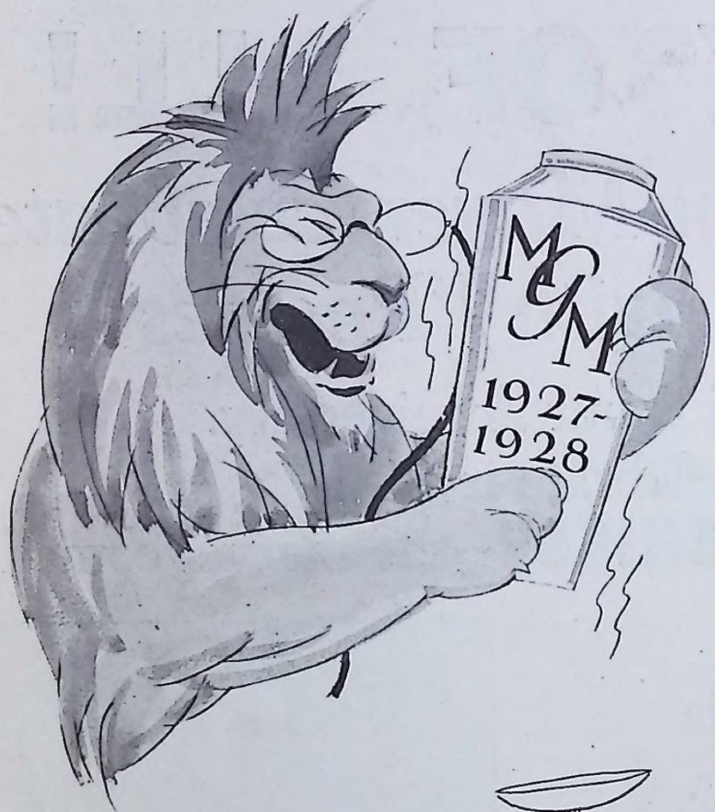
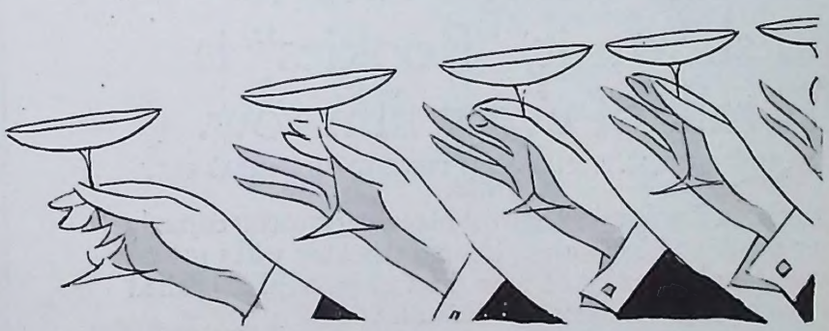


IT WON'T BE LONG NOW, BOYS

—and it's going to give you that happy feeling in '27-'28



PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

THE MERRIEST BIRTHDAY OF ALL!

—*Metro-Goldwyn-Mayer celebrates its anniversary with "Rookies"*

Karl Dane and George K. Arthur will be your audiences' best friends!

THIS is our Anniversary.
WE celebrate it with
"ROOKIES"—the marvel comedy!

BEFORE a single theatre **HAS** shown it, "Rookies" is **THE** talk of every film row.

FOR INSTANCE, M. B. SHANBERG CIRCUIT OF KANSAS CITY WIRES:

"Screened Rookies tonight. Absolutely greatest comedy ever produced bar none. Unquestionably will prove a natural at box office. I would be ungrateful if I failed to express appreciation for this one."

THIS is certainly a happy **M-G-M** birthday, but remember, **WE** give the present—"Rookies."

"MAC" of Daily Review says:

"If the average successful comedy has 300 laughs, you can figure 'Rookies' on a basis of a laugh every five feet. It is a surprise picture. It's got enough entertainment value to pack a big road show production. It will make people talk. It will give them plenty of funny things to tell their friends about later."

This Spring everybody says "Rookies"

METRO-GOLDWYN-MAYER-*the fast steppers!*

Ray Presents

IT IS REPORTED that the agitation in connection with the Film Quota is the inspiration back of the movement to establish a studio at Vancouver.

* * *

Vancouver, the Hollywood of Canada, so its promoters already acclaim it. How the rest of Canada with its tremendous desire "to be in" on the producing, will take to Vancouver is a question of important degree.

* * *

ONTARIO is talking production activities, Port Arthur also; and in the somewhat clouded past, Winnipeg, Ottawa, the Maritime Provinces, were the scenes of picture production.

* * *

The public naturally interested, naturally invested. A picture produced in the Maritime Provinces, said to have cost about $200,000, *was seized, by someone in the U. S., for equipment debt. What became of "Stranger of the North," or "Big Timber," after its new christening, appears a mystery.*

* * *

OF THE OTHER pictures made, no one from the public standpoint, appears to have made any money. I talked to several bankers, some who had invested indirectly and others who had someone in their family who had put up rather healthy sums. For a country which has still a sense of proportion in connection with dollars, these all had the same complaint—no return on their money.

* * *

I have an idea that the public will be asked to co-operate financially in Canada.

* * *

I BELIEVE that the first important step towards production is to find a centre of location most adapted to the making of pictures; and not waste money all over Canada. Don't be too proud to benefit by the experiences the U. S. had to pay dearly for. Canada should profit by the lessons which the U. S. had to learn after the U. S. lost several fortunes. Canada should take into consideration the attempts which the U. S. made to produce in Florida, New Jersey, Long Island, etc., and finally the ultimate acceptance of Hollywood, Los Angeles, as the logical centre.

It would be advisable for Canada to experience some sort of a "get together" council on the new picture activity; and not waste the money of their promoters, or the public.

* * *

IF WE SHOULD have another "flivver" where the public gets "stung" individually, or collectively, meaning public flotation, or syndicate, it will not only put a quietus on Canada's possibilities for financing motion pictures, but the reaction will be felt in connection with her financing the theatres. Here she has been fairly successful.

* * *

THE FAILURE angle to pay dividends has never deprived the investor of a winning possibility. The theatre proposition has always remained alive; and "where there is life, there is hope," besides many theatres have paid dividends, the testimony to be found in the fact that Canada is becoming studded with theatres all over its map, under individual and company ownership.

* * *

I SAW the "Roxy" Theatre. It certainly earned its degree of being hailed as "the cathedral of motion pictures." It is a real theatre, with a foyer, or entrance hall after you get in that is truly majestic in its majesty. The whole tone denotes simplicity; and you theatre-owners who are developing as showmen, and are showmen, take a look at the "Roxy" Theatre in New York. If Barnum was alive today he would surely put his arm around "Roxy" and say, "This is my beloved son in whom I am well pleased." I don't know how much the "Roxy" really cost in real money. I examined it closely, but this much I know, it is a showman's theatre, it presents the public with an effect, but if there was any lavishness or prodigality in its erection financially, you will have to show me, even though I hail from Canada, somewhat distant to Missouri.

* * *

"ROXY," as they say in the language of our polite, though slightly unpolished today, "I have to hand it to you." A showman's theatre in the fullest degree. The effect, my boys, the effect, without the necessity of spending too much money.

* * *

Where the money was invested in the "Roxy" was not in flash but equipment, in beauty of utility, all the accessories which go towards the presentation of a good show.

(Continued on page 12)

SHORT TALKS
ON
SHORT FEATURES

—Spring Fever

The spring fever period is upon us. Stop thinking about what you're going to buy for next season and consider for a moment that you have three or four months of warm weather ahead before you start on a new season.

If you are going to keep your crowds coming while the tennis courts and the golf links and the bathing beaches call, you'll have to avoid monotony; you'll have to give them variety on the program as well as make your house cool and comfortable and inviting.

Cheap vaudeville under the guise of "presentations" won't do it. Certainly "double features" won't do it. Nothing will do it but a liberal use of good short subjects, including plenty of comedy and novelty.

For seven summers *Educational Pictures* have been adding that *spice of the program* which builds warm weather business. They are your surest reliance for the dog days that are coming.

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL PICTURES

---have reached their position of dominance in the Short Features field through outstanding merit and service. The program of EDUCATIONAL PICTURES *offered for the season 1927-1928 is not just another promise. Their value is an established fact—established through seven years of unfailing quality; through seven years of making money for exhibitors. Nothing else could explain why they are playing today in 13,000 theatres.*

Not only are EDUCATIONAL PICTURES *the best Short Features you can buy, but they are backed up with the best exploitation and service; with national advertising, the finest exploitation tie-ups, and extensive publicity.*

We Pledge

ourselves to give every exhibitor using EDUCATIONAL PICTURES *all the assistance within our power to make them of the greatest value to him; to fill his wants with the utmost care and promptness; to make our personal co-operation and our service the best that it is humanly possible to make them.*

OSCAR R. HANSON
General Manager
CANADIAN EDUCATIONAL FILMS, LTD.
Toronto

FRANK H. FISHER
Manager, Calgary Branch

PHIL HAZZA
Manager, Montreal Branch

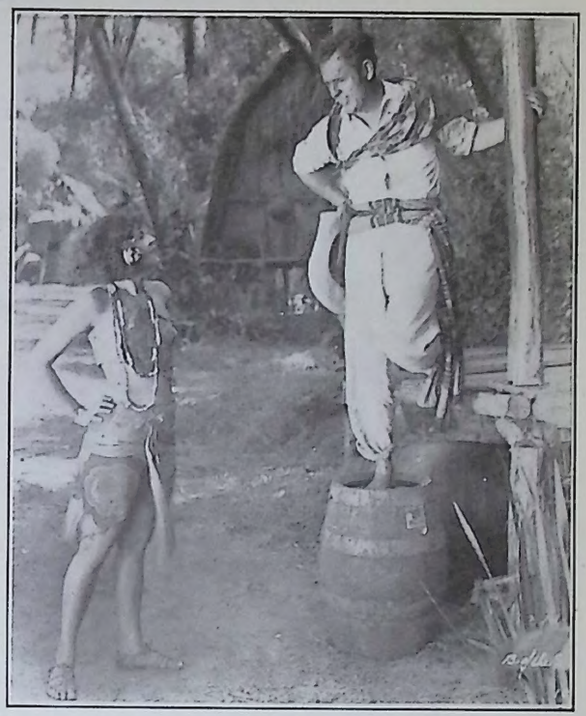
HAROLD D. BUCKLEY
Manager, St. John Branch

R. J. APPLETON
Manager, Vancouver Branch

S. A. CHALU
Manager, Winnipeg Branch

Left — "Heaven On Earth," a Metro-Goldwyn-Mayer feature, starring Conrad Nagel and Renee Adoree. Title sounds interesting.

Right — Scene from "Breed of the Sea," with Margaret Livingston, released through Greater F. B. O.



Lillian Gish, one of Metro-Goldwyn-Mayer's best box-office bets, will shortly be seen in "Annie Laurie."

Lou Tellegan, appearing in Fox productions.

Sparkling Phyllis Haver, starring for P. D. C. features.

Left—Lovely Colleen Moore, as she looks in "Naughty But Nice," her latest for First National.

Right—Scene from Warner's "What Every Girl Should Know,' 'starring Patsy Ruth Miller.

HISTORY REPEATS IT

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SEEM TO KNOW!

TORONTO THEATRES

UPTOWN — "The Night of Love," with Ronald Coleman and Vilma Banky — United Artists.

TIVOLI — "The British Clipper," with William Boyd and Elinor Fair — Regal.

REGENT — "McFadden's Flats," with Chester Conklin and Charlie Murray — First National.

LOEW'S — "Slide, Kelly, Slide," with William Haines and Sally O'Neil—Metro-Goldwyn-Mayer.

PANTAGES — "The Fourth Commandment," with Belle Bennett—Universal.

Neighborhood Theatres

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BEACH — "The Kid Brother," with Harold Lloyd—Paramount. Class A. A magnetic box-office name, in a comedy that registers.

CAPITOL — "The Understanding Heart," with Joan Crawford — Metro-Goldwyn-Mayer. Class B plus. A splendid feature, well directed, and well acted. A forest fire that puts the picture across with a tremendous punch and an unusually strong story. "Mons," with an All Star Cast — Regal-British. Class B plus. A picture whose box-office records will provide plenty of talk. A real war picture that has the elements to make it go over.

ALHAMBRA — "The Understanding Heart," with Joan Crawford — Metro - Goldwyn - Mayer. "The Cheerful Fraud," with Reginald Denny — Universal. Class B plus. Denny is a cheerful entertainer throughout the picture, and the supporting cast is good. English setting makes it especially good for Canada.

BELSIZE — "The Winning of Barbara Worth," with Ronald Coleman and Vilma Banky — United Artists. Class B. These two stars do excellent work and the picture has enough pictorial beauty and interest to give it attention. "The Kid Brother," with Harold Lloyd — Paramount.

PARKDALE — "Children of Divorce," with Clara Bow and Esther Ralston — —Paramount. Class B plus. Two beautiful stars in a picture that provides tears, laughter, beautiful gowns and a problem. Well directed, beautifully dressed and well acted.

OAKWOOD — "The Show," with John Gilbert and Renee Adoree — Metro - Goldwyn - Mayer. "Three Hours," with Corinne Griffith — First National.

BEDFORD—"Orchids and Ermine," with Colleen Moore — First National. Class A. If you want a picture to give your box-office a boost and establish a record try "Orchids and Ermine," Colleen's best.

Ray Presents

(Continued from Page 7)

"ROXY" appears to be long on shower baths, but short on brass and cut glass. Incidentally, the very lay-out of the theatre with its architectural breadth and depth of tone on Fiftieth Street where land value is not in the almost prohibitive degree; and an entrance provided for on Seventh Avenue, just to let the public and the show world know that "Roxy" is there, in the Broadway area, all good showmanship; and a conservative attitude toward the spending of money —a showmanship handling of space superbly.

* * *

I WALKED into the Paramount Theatre Building just to get another look, by way of comparison. Well, one cannot compare London with New York, both hold a certain degree of individuality, but the Paramount Theatre certainly remains a show place, for visitors to come and see.

* * *

I THOUGHT that we were going to produce pictures in Canada backed by a British Syndicate, who had sufficient faith in a British enterprise to put money in it. I was told by one Canadian unit, "We will make the pictures, then let the public in on a sure thing." The officers of the Thunder Bay Films Limited state they must get the money from the public to make the picture.

Last Minute News

The many friends of Henry Nathanson, Managing Director of Regal Films, will be offering Mr. Nathanson congratulations, having heard of his betrothal to Miss Lorie of Toronto — and this was the bachelor who said he could not fall in love — O Henry!

Mr. N. L. Nathanson, who is now in Europe, will be returning about the first of June, accompanied by Mrs. N. L. Nathanson.

Mr. B. F. Lyons attended the Sales Convention of Warner Bros., New York. Mr. Lyons is now general manager for Canada.

Mr. J. F. Myers was in New York attending the Warner Bros. Convention.

It was a great week for conventions. Messrs. J. Hunter, H. R. Patte, H. Q. Burns, Sid Taube, Roy Hatfield, E. Stuckey, Joe Killackey, M. Levinson, W. J. O'Neill, M. A. Milligan, all attended the Famous - Lasky - Paramount Convention at the Pennsylvanian Hotel, New York.

The amended act regarding children's admittance to theatres in New Brunswick restricts children apparently under the age of twelve from being admitted to theatres or other places of amusement without an adult, and restricts children apparently under the age of sixteen from attending theatres during school hours.

The Star Weekly devoted a full page to Trenton, Ont., calling it the "Hollywood of Canada."

Manager A. C. Blaine of the Star, Cranbrooke, B. C., has now a brilliantly lighted marquee, which gives his theatre a big city look.

Leonidoff had a Silhouette ballet at the "Roxy" Theatre, New York, in which he was one of the principal dancers. It was repeated for a second week.

Model Theatre, Midland, showed a special performance of a series of pictures being exhibited throughout Ontario by the Forestry branch of the Ontario Government. Metro-Goldwyn-Mayer should capitalize with their "Fire Brigade," as the Government pictures show fire-fighting operations. Other industrial and animal pictures were shown.

The Edmonton Bulletin has an editorial from which we quote the following: "The overwhelming popularity of the United States film in Canada is a sufficient proof of its acceptability to Canadian audiences, and indicates something of the task that British producers will have to undertake if they are to offer serious competition in this field."

Whoever is back of the propaganda in the press of Canada for British Films, through the continual "knocking" of American-made pictures is certainly not wasting any time. I think that the best propaganda the British Film Enterprise can get is to make some good British films.

'MONS' KEEPS STANDARD BREAKING HOUSE RECORDS

"Mons," the big British super feature that is being distributed throughout Canada by Regal Films Limited, gives every indication of establishing a record in the Dominion for smashing house records for big business. Up to the time of going to press the following theatres have already reported that "Mons" has exceeded in business any picture they have ever run: Tivoli, Toronto; Capitol, London; Algoma, Sault Ste. Marie; Capitol, St. Catharines; Palace, Montreal; Queen, Niagara Falls; Temple, Brantford, and Capitol, Windsor.

Manager J. V. Ward of the Queen Theatre, Niagara Falls, is enthusiastic over "Mons" and in a letter says: "We played 'Mons' for three days, Monday to Wednesday, and showed to 3,299 paid admissions. For the benefit of exhibitors who have not yet played this picture, let me say, don't be afraid to go after it, because it sure will get the line-up at the box office. After the first night it will advertise itself. Do they like it? I'll say they do! They get up in their seats and cheer! One little fellow in the balcony swore he saw his two brothers and was so sure about it that he came back to see the picture the second time. The returned men will like it 100 per cent and this will help a lot in advertising the feature."

"Naughty Nanette"

Viola Dana will start work on "Follow Your Hunch," upon the completion of her present starring opus, "Naughty Nannette." Tom Buckingham is scheduled to direct the tiny star in her new film, with Bob Ellis slated as her leading man.

The supporting cast includes Rose Blossom, Barrett Whitelaw and Cora Williams.

WORLD PREMIERE OF "WINGS" IN SAN ANTONIO, TEXAS

British Soldiers Form Part of Picture.

The world premiere of "Wings," Paramount's epic of the air, will take place in San Antonio, Tex., instead of in New York City as originally planned.

An exact date of showing, however, has not been decided upon.

When steps were taken to erect in Washington a memorial to the Famous Second Division, those in charge of raising the necessary funds turned immediately to Paramount for support in obtaining subscriptions to total $100,000. Because most of the exteriors of "Wings" were made in San Antonio, virtually on the stamping ground of the Second Division and under the watchful eyes of their officers, and because the climax of the picture is worked around the battle of St. Mihiel, Paramount officials agreed to present the production for the first time at the very home of the Division.

One performance, which will be held in May and which will take on the aspect of a benefit, is scheduled. All receipts are to be turned over to the memorial subscription fund.

Shortly after the showing, "Wings" will open officially in New York as a roadshow.

New Photo-Process "Somewhere In Sonora"

A new photographic process, calling for the use of super-panchromatic film, is introduced in "Somewhere in Sonora," the latest Ken Maynard starring vehicle made by Charles R. Rogers for First National. The new film is said to be extremely sensitive to color values. Its use has hitherto been restricted to still photographs.

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Albee Bldg., 12 Mayor St.
MONTREAL

Powers and Simplex Projectors and Parts

Theatres Completely Equipped

Repairs on All Makes of Projectors and Cameras

COPYRIGHT BILL UNCHANGED.

Another year has passed without the adoption of changes to the Canadian Copyright Act by the Canadian Parliament at Ottawa, the first session of the 16th Parliament having come to a close without the enactment of certain amendments providing for the collection of royalty fees on copyrighted music played in theatres and elsewhere and broadcasted by radio stations. The proposed alterations to the act were introduced by L. J. Ladner of Vancouver.

This was the third year in succession that the amendments failed to survive. They were supported by the Canadian Performing Right Society, a new branch of the British society. It was the intention of the Canadian Society to charge a flat royalty fee on a seat basis for all theatres, the license to be renewable yearly. This conveyed permission to play any of the copyrighted pieces controlled by the

AHEAD AGAIN

Toronto's latest and finest Suburban Theatre, The Eastwood, 1100 seats, recently opened with De Luxe Motiographs with Reflector Arcs, Cont-El-Arc Generator Set and Brenkert De Luxe Spot Lamp.

And There Are More Coming

Just Off the Press

Richardson's "Hand-Book of Projection," 5th Edition, two volumes. The finest work published for everyone around the theatre. Get your copy NOW. Postpaid $7.00.

THE COLEMAN ELECTRIC CO., 258 Victoria Street, Toronto, Ont.

TORONTO

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More McFadden's Flats Publicity Gets Business.

There was a full-page tie-up in the Ottawa Journal with the Centre Theatre, Ottawa, Ontario, for the renting season when Manager Don Stapleton played "McFadden's Flats. Local real estate firms, builders, mowers, electric light firm and others used advertising display space on the page in which there was a hidden message relative to the Journal's classified pages. For those finding the hidden words, there were 30 free tickets to "McFadden's Flats," the theme of which was used for faked want ads, appearing on the stage.

Importation of Film Into Canada $1,923,615

23,904,034 Feet of Film Entered Dominion—All But 310,813 Feet From U. S.

A statement was handed down in Parliament recently which gave the following interesting information:

During 1926, 23,904,034 feet of film were imported into Canada with a valuation of $1,923,615.

Between 1922 and 1926 there has only been an advance of about 3,000,000 feet of film in connection with import, although during this period many new theatres have gone up in Canada. The import value runs at 8 cents per foot.

In 1926 we imported, with the exception of 310,813 feet of film, all our footage from the U. S.

Great Britain contributed 286,158 feet less than we have received from the U. S. source since 1921.

France gave us 118,287 feet in 1922, but only 14,764 in 1926. The difference in these figures may be accounted for through the fact that both England and France have been selling pictures direct to the U. S. — and these have been imported from the U. S. into Canada.

During 1921-22 a great number of pictures were imported directly from European countries which produced them, but with recent American affiliations which European countries have made, many pictures come into this country trademarked under the name of the company which has purchased American and Canadian rights.

CAPITOL, AYLMER, OPENED WITH FINE BILL

The Capitol Theatre, Talbot Street, East, formerly the Star Theatre, was entirely redecorated and reconstructed. The owners, Edward Johnson and his son Crawford, have equipped the theatre so that it has all the requisites of a first class modern house.

The stage is large enough to take care of any road show attraction and among the pictures presented we find "The Black Pirate, "Tell It To The Marines," "The Fire Brigade," "The Scarlet Letter," "Beau Geste," Milton Sills in "Men of Steel," and a lengthy list of other big ones.

Thunder Bay Films, Port Arthur, Ont.

The Thunder Bay Films, Limited, is the name of a new producing company at Port Arthur, Ontario, which has been organized with a capital of $500,000 to make Canadian pictures for the export trade.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

ST. JOHN TIMES - GLOBE FAVOURS AMENDMENT

Governing Children's Admission.

The Times-Globe of St. John had an editorial commenting upon the amendment to the bill governing the admission of children to the theatres. The editorial, called "A Stitch in Time," commenting upon the willingness of the government to introduce "an amendment modifying details of a measure which had the approval of all in principle."

It further stated that this act upon the part of legislators was an indication of "a healthy sign that our legislators are open-minded and ready to pay attention to any reasonable representation."

Rex Ingram Directing "The Garden of Allah"

Six photoplays featuring Alice Terry recently were shown during one month on the French Riviera while she was there working in the production of the seventh. The pictures with their English titles were: "The Confessions of a Queen," "Where the Pavement Ends," "Mare Nostrum," (Our Sea), "The Arab," "Scaramouche," and "The Magician."

Five of them were directed by Rex Ingram, who is directing Miss Terry in her current piece, "The Garden of Allah," which has been made in France and Northern Africa for Metro-Goldwyn.

Three of Ivan Petrovich's pictures were also shown in Nice during the production of "The Garden of Allah," in which the Serbian plays the leading male role.

They were "Koenigsmark," his first picture under any director, "The Magician," his first under Rex Ingram, and "The Nude Woman," a French production under Leonce Perret, who made "Madam Sans-Gene" with Gloria Swanson.

Columbia Pictures Get $1,500 Film Judgment

Joint Board of Trade Give Ont. M. P. T. O. Award Against General Amusements, Ottawa.

Representatives of the Toronto Film Board of Trade and the Ontario Division of the M. P. T. O., constituting the Joint Board of Arbitration for the Province of Ontario, have been functioning with effective results for some time past under the chairmanship of B. D. Murphy, Toronto branch manager of the Film Booking Offices of Canada, Limited.

One of the latest hearings was a complaint by Columbia Pictures of Canada, Limited, against the General Amusements, Limited, of Ottawa, Ontario, involving cancelled play-dates and the refusal of film shipments which were made under Article No. 9 of the standard exhibition contract. The Columbia Pictures received an award of approximately $1,500, this being one of the largest cases heard by the Ontario Board of Arbitration.

The Ontario Board is made up of Joseph Cohen, Garden Theatre, Harry Alexander, Park; and Sam Major, Major Theatre, representing the M. P. T. O.; Henry O'Connor, Regal; Harry Law, Universal; and B. D. Murphy, F. B. O., representing the Toronto Film Board of Trade.

"Casey At The Bat"

For the Saturday morning show at the Regent Theatre, Ottawa, for "Casey at the Bat," Manager Ray Tubman distributed juvenile baseball goods in a lucky ticket stunt. One baseball and a bat had been autographed by Wallace Beery. The numerous prizes were on view in the window of Ketchum & Company, a local sporting goods house, for some days. There was a great programme for the children, an added feature being Chaplin's "Shoulder Arms."

"Mons" at Regent

The English societies of Ottawa, Ontario, held their annual church parade to the Regent Theatre on Sunday, April 24, in commemoration of St. George's Day, the theatre being filled to capacity for the semi-religious programme of music and other presentations. This fitted in very well with the current attraction, the British picture "Mons."

NAJEEB & AMEEN LAWAND SUIT AGAINST BELANGER

Theatre Owners Fined For Blocking Side Exits.

Because they were fined $10.00 and costs, the latter amounting to $239.45, last year for allowing side exits to become blocked, Najeeb and Ameen Lawand, proprietors of the ill-fated Laurier Palace Theatre at Montreal, where 78 children lost their lives last January, entered suit against Xavier Belanger, owner of the adjoining property, for $739.45. Claim has been entered that Belanger was responsible for the passageway being blocked through the storing of vehicles in the lane, thus causing the plaintiffs to be fined for violation of the bylaw prohibiting the placing of any obstruction in front of exits.

The statement of defense was that the Lawands had also blocked the passageway with billboards, scenery and other material. Defendant Belanger also declared that the exhibitors had never been prevented from full use of the lane as agreed.

In addition to the amount of the police court costs for the conviction, the Lawands were also claiming $500 damages for alleged violation of agreement.

The case came up for hearing before Mr. Justice Delormier April 22 for the presentation of statement of claims and defense.

No Street Handbills For Montreal

Recorder Semple of the Montreal Police Court has ruled against the distribution of heralds or handbills which might be thrown around in the street after they have been given out.

In the Recorder's Court on April 23 he fined James Alvinson $10 and costs when the latter pleaded guilty to distributing handbills in front of a local theatre.

After reminding the accused that he was liable to a much greater sentence, Recorder Semple announced that he would deal severely with others in the future.

"I am issuing a warning to all who fail to observe the law in this respect," he said, declaring that he did not want to see the streets cluttered up with paper now that the tourist season was starting. When handbills are given out, the people throw them into the street instead of into rubbish receptacles where they belong.

"If people want to advertise, they should use the newspapers," he said.

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This was the third year in succession that the amendments failed to survive. They were supported by the Canadian Performing Right Society, a new branch of the British society. It was the intention of the Canadian Society to charge a flat royalty fee on a seat basis for all theatres, the license to be renewable yearly. This conveyed permission to play any of the copyrighted pieces controlled by the Performing Right Society.

"ON GUARD"

A new serial will be shortly released in Canada produced by Pathe under the title "On Guard" and those who have seen it screened are unanimous in saying that it is one of the most elaborate chapter plays ever produced. The story is logical and is filled from the beginning to end with mystery, romance, action, suspense and practically everything else that goes to make an entertaining picture. Each episode ends with a climax of the most unexpected sort sustaining the interest leading to the next chapter. "On Guard" has been produced according to the new method of making serials as big as the best.

Round About the Studios

Monte Blue and Leila Hyans, starring in Warner's "The Brute."

Elinor King, F. B. O. star, erstwhile Goldie Flynn of the chorus of "Criss Cross," leaves today for Hollywood, fame and fortune.

Miss King was signed a couple of weeks ago to a five year contract by Joseph P. Kennedy, president of F. B. O., when he saw her cavort on the "Criss Cross" stage. A screen test convinced him that the little Irish chorus girl was a fine screen bet.

Universal announces that it has just signed up Lois Moran, popular young screen star, for "The Irresistible Lover," a Universal Jewel to be made for next season's release. Norman Kerry will play the leading male role and Miss Moran will be co-starred with him. William Beaudine is the director. The story heretofore has been known as "Too Many Women."

It is not often that a male star is favored with two featured feminine players as beautiful as Claire Windsor and Dorothy Sebastian. However, this is precisely what fate has in store for Tim McCoy, according to an announcement last week by Hunt Stromberg, Metro-Goldwyn-Mayer executive who will produce "The Frontiersman," starring McCoy, which Reginald Barker will direct.

Miss Windsor will have the leading feminine role, and Miss Sebastian will play the role of a blonde heartbreaker who precipitates a duel between McCoy, as an American army officer, and a notorious gambler of Tennessee.

J. G. Blystone, Fox Films director, has called "Camera" on his forty-first production at the West Coast Studio. This is "The Grandflapper," screen version of a magazine story by Nina Wilcox Putnam.

Hand and Buddy, the American vagabonds, who, as enlisted men in the French Foreign Legion, supplied the comedy in the Paramount picturization of P. C. Wren's novel, "Beau Geste," are the principal characters in its sequel, "Beau Sabreur," which James Cruze will direct as another big Paramount special.

Dorothy Mackaill and Jack Mulhall are to be co-featured in the Charles R. Rogers production, "The Road to Romance," for First National Pictures. Rex Taylor is writing the continuity on this picture which will glorify the commercial traveller.

Fay Wray, whose meteoric rise to dramatic heights in Erich Von Stroheim's "The Wedding March" has been the sensation of Hollywood, has been selected as Emil Jannings' leading woman in his next picture, a story of the notorious Soho district of London, tentatively titled "Hitting For Heaven."

Gertrude Astor is playing the part of a show-girl again, as the gold-digging chorine who marries Norman Kerry—only to lose him—in "Too Many Women" now in production at Universal.

Handsome Richard Barthelmess, First National star, appearing in "The Patent Leather Kid."

Production on "The Motor Maniac," "Red" Grange's new starring vehicle for F. B. O. has been going at top speed for the last week.

Sam Wood is directing Grange in "The Motor Maniac," a racing story, with football in the discard for the time being.

Arlette Marchal, Paramount player, born in Paris, is considered the most beautiful woman in motion pictures by the French.

Scene from "On Ze Boulevarde," a Metro-Goldwyn-Mayer feature, starring Renee Adoree and Lew Cody.

A Word to Beginners!

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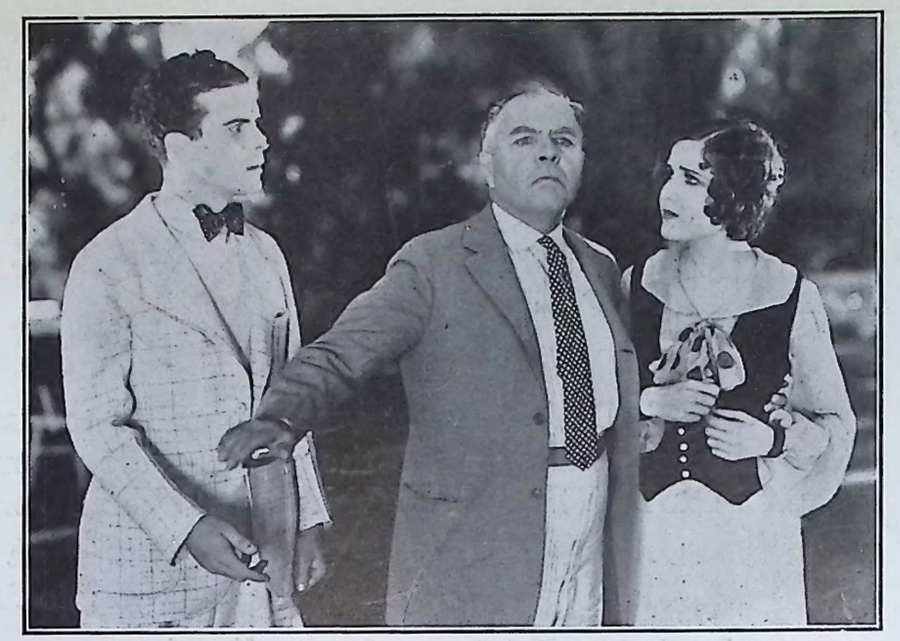

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